2014

Video Biz Builder

USER MANUAL

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Introduction of VIDEO BIZ BUILDER

Welcome to **Video Biz Builder Theme.**

Video Biz Builder Theme is for everyone who wants to build professional and strong looking squeeze pages for any purpose without a huge investment of time or money.

It is very easy to edit or customize your squeeze pages from a single convenient and user friendly interface.

This guide will show you **Step-by-Step Instructions** on how to set up your new **Video Biz Builder Theme** from beginning to the end with detailed instruction & screenshots.

Even a noob can setup a very professional squeeze page as it requires no html, website designing or any theme installation experience at all. Everything is as Simple as a **Single Click**.

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WORDPRESS INSTALLATION

As a starting point, you must do **WordPress** installation. This step is optional only for those who have WordPress not installed on their server. If you've WordPress already installed, then you can skip to the next step of Video Biz Builder Theme Installation.

There are 2 different methods for WordPress installation, which includes from cPanel & manual (using FTP). We will discuss the cPanel method here, which is pretty simple. If your hosting offers **cPanel**, then you will likely have a program called "Fantastico De Luxe" in your cPanel. Fantastico makes wordpress installation a breeze and literally installs within a matter of seconds.

- Open **cPanel** & Login using your Username & Password.

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- Welcome to **cPanel**.

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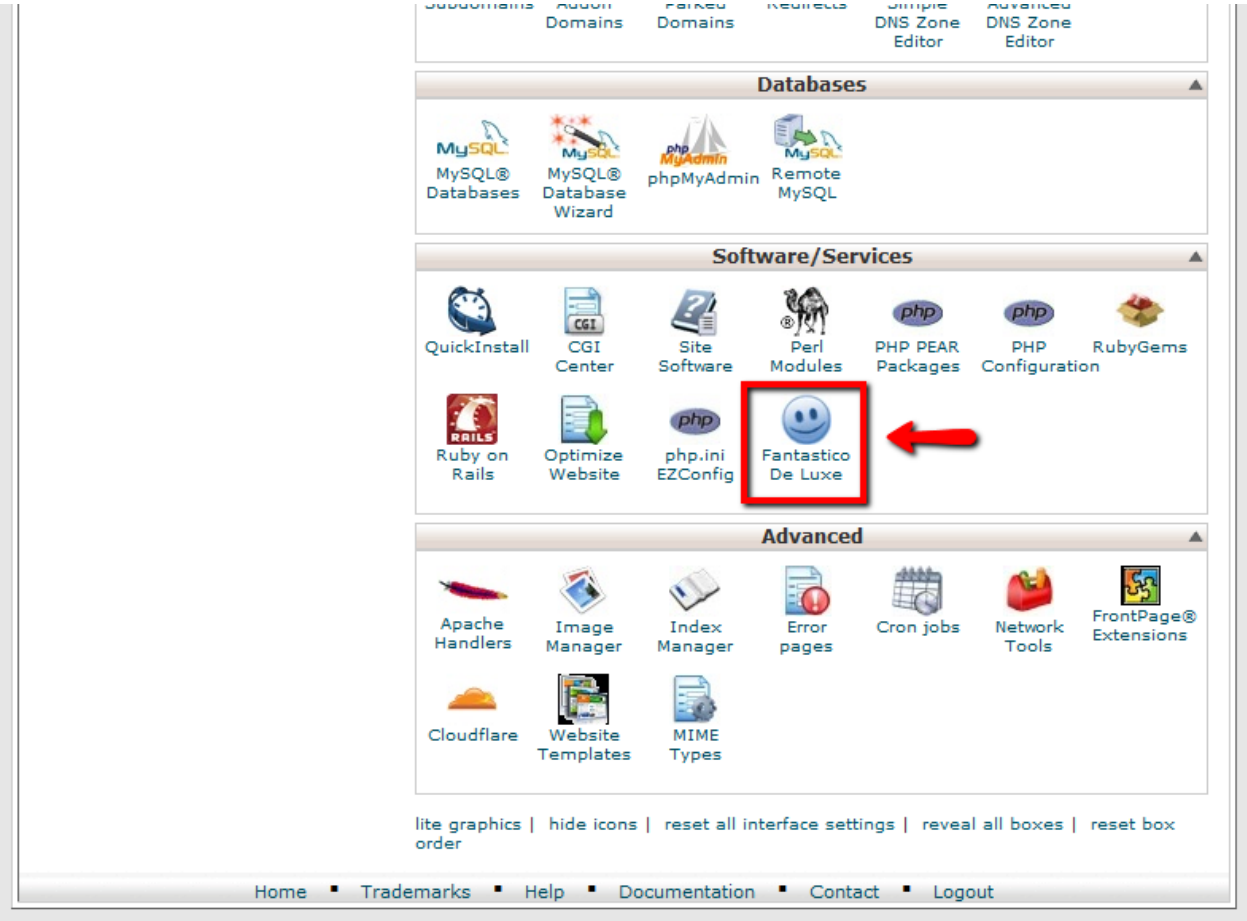
- Click on the **Fantastico** icon in your cPanel account.



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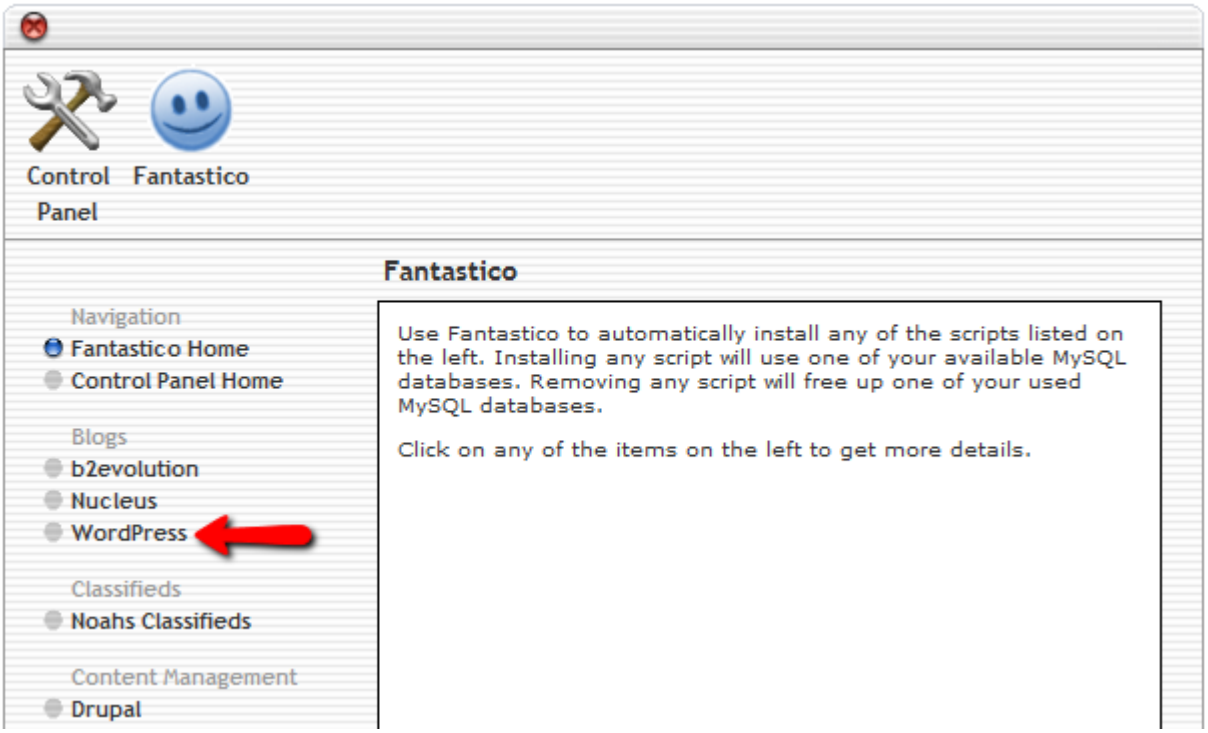
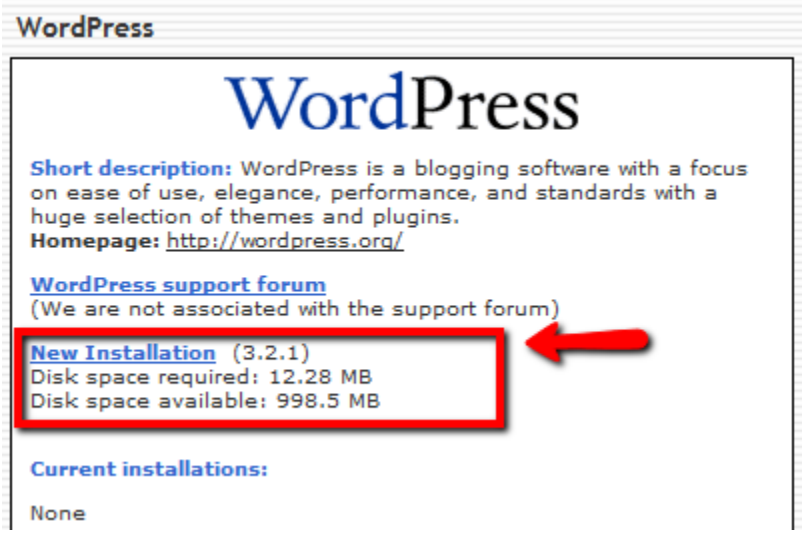
- Click on **Wordpress** in the left section.


Control Panel
Fantastico
Fantastico
Navigation
Fantastico Home
Control Panel Home
Blogs
b2evolution
Nucleus
WordPress
Classifieds
Noahs Classifieds
Content Management
Drupal
Use Fantastico to automatically install any of the scripts listed on the left. Installing any script will use one of your available MySQL databases. Removing any script will free up one of your used MySQL databases.
Click on any of the items on the left to get more details.

- Click **New Installation**.


WordPress
WordPress
Short description: WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.
Homepage: http://wordpress.org/
WordPress support forum
(We are not associated with the support forum)
New Installation (3.2.1)
Disk space required: 12.28 MB
Disk space available: 998.5 MB
Current installations:
None

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In order to install wordpress you've to enter the following information.

- **Install on Domain:** This is the domain of your website you are installing wordpress on.
- Choose your Admin Username & Password for wordpress. *(You'll use it to login to your wordpress Dashboard & edit your theme. So don't forget to remember this).*
- Enter your nick name. *(It's just your nick name).*
- Enter your Email address in Admin Email.
- Enter the name of your Domain. *(It's your website/ domain name.* ***Example:*** *www.yourdomain.com)*
- Click on **Install Wordpress** to install it.

WordPress
WordPress
Install WordPress (1/3)
Installation location
Install on domain
yourdomain.com
Install in directory
Leave empty to install in the root directory of the domain (access example: http://domain/).
Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!
Admin access data
Administrator-username (you need this to enter the protected admin area)
Test
Password (you need this to enter the protected admin area)
Test
Base configuration
Admin nickname
Your Name
Admin e-mail (your email address)
youremail@yahoo.com
Site name
Your Site Name
Description
Install WordPress

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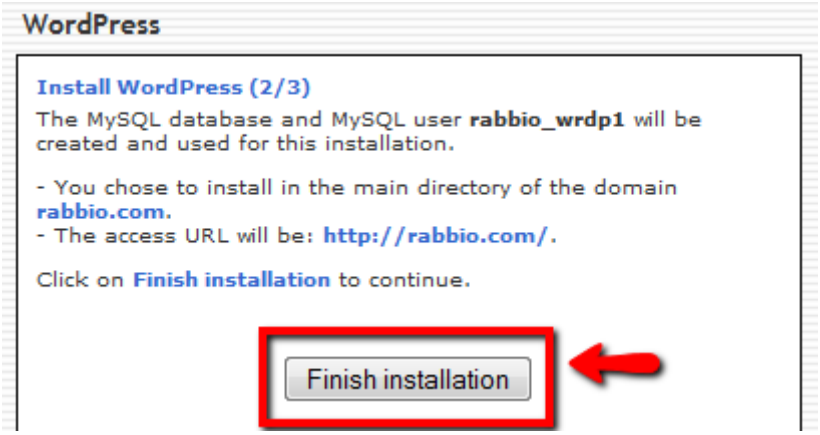
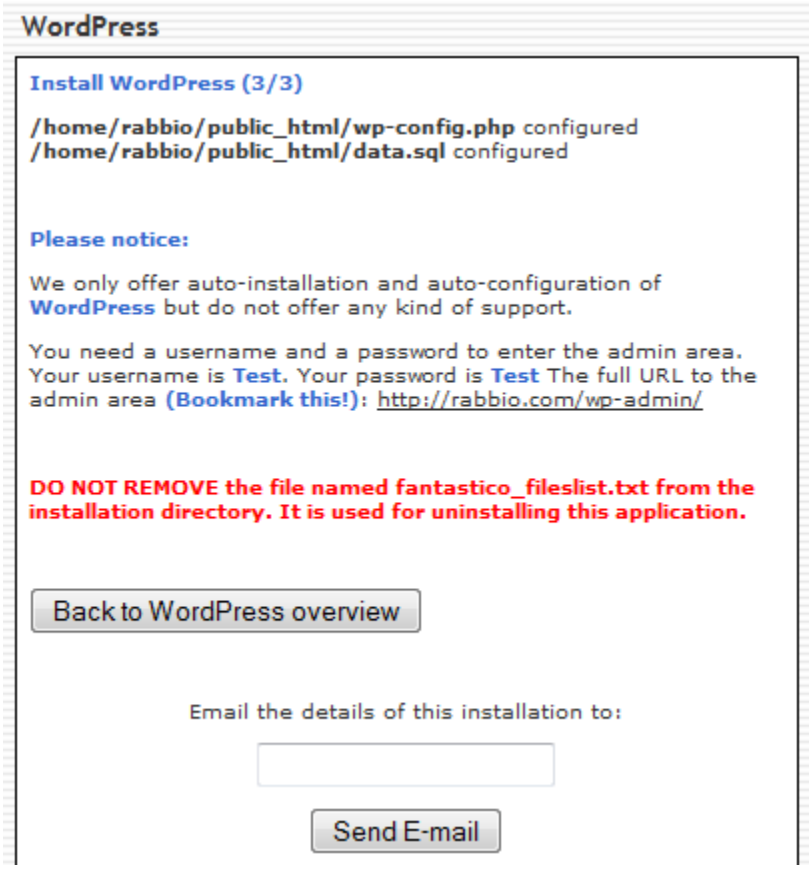
- Installation is complete. Click **Finish Installation**.


WordPress
Install WordPress (2/3)
The MySQL database and MySQL user rabbio_wrdp1 will be created and used for this installation.
- You chose to install in the main directory of the domain rabbio.com.
- The access URL will be: http://rabbio.com/.
Click on Finish installation to continue.
Finish installation

In the next screen, either you can enter your email address to receive the installation details or you can click **Back to Wordpress Overview**.


WordPress
Install WordPress (3/3)
/home/rabbio/public_html/wp-config.php configured
/home/rabbio/public_html/data.sql configured
Please notice:
We only offer auto-installation and auto-configuration of WordPress but do not offer any kind of support.
You need a username and a password to enter the admin area. Your username is Test. Your password is Test The full URL to the admin area (Bookmark this!): http://rabbio.com/wp-admin/
DO NOT REMOVE the file named fantastico_fileslist.txt from the installation directory. It is used for uninstalling this application.
Back to WordPress overview
Email the details of this installation to:
Send E-mail

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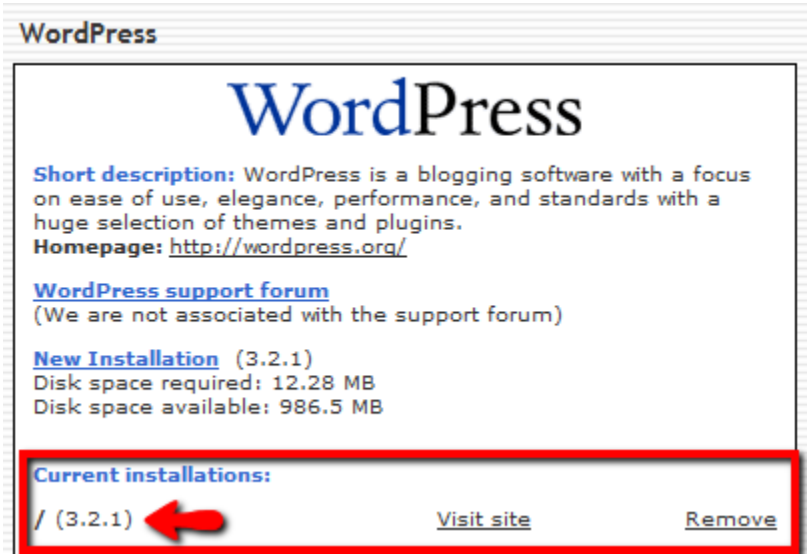
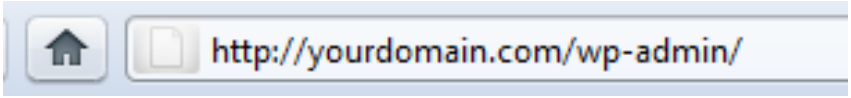
In wordpress overview, you can see that the wordpress has been installed.


WordPress
WordPress
Short description: WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.
Homepage: http://wordpress.org/
WordPress support forum
(We are not associated with the support forum)
New Installation (3.2.1)
Disk space required: 12.28 MB
Disk space available: 986.5 MB
Current installations:
/ (3.2.1)
Visit site
Remove

You've successfully installed wordpress. Now in order to access the wordpress dashboard, you've to type in the URL of your website in the browser address bar like this:

http://yourdomain.com/wp-admin/

(Replace **yourdomain** with the name of your domain).



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Now you'll reach the wordpress Login Screen. Use the Username & Password that you chose during the wordpress installation. Click **Login**.

Now you're in wordpress **Dashboard** & ready to upload your theme.

*(**Note:** Wordpress Dashboard is the place where you can edit your theme settings)*

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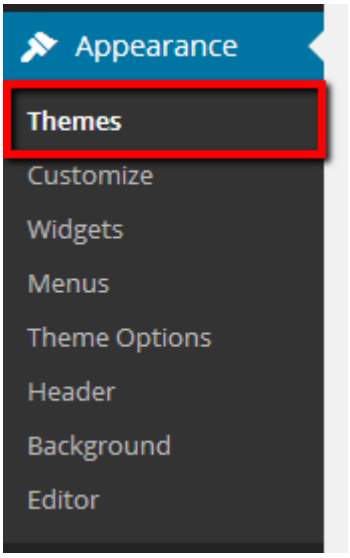
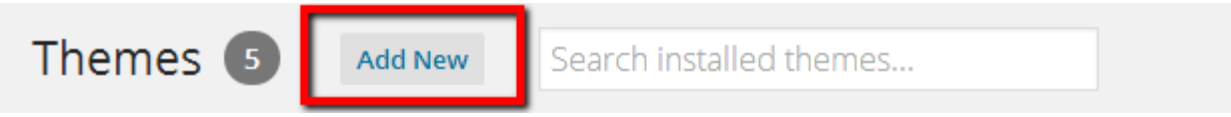
HOW TO UPLOAD 'VIDEO BIZ BUILDER' THEME

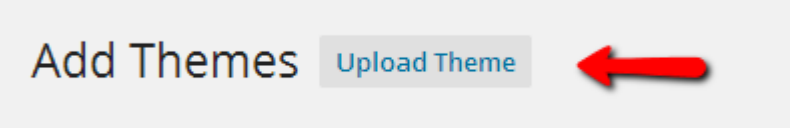
In order to upload **Video Biz Builder Theme**, click on **'Themes',** under **'Appearance'** button on the left side.



- On top, Click on "**Add New**".



- Click on **Upload Theme**.



- Click on Browse & browse the theme **.zip** file from your computer.
- Click on **Install Now**. *(It will take a few minutes to Install your theme).*

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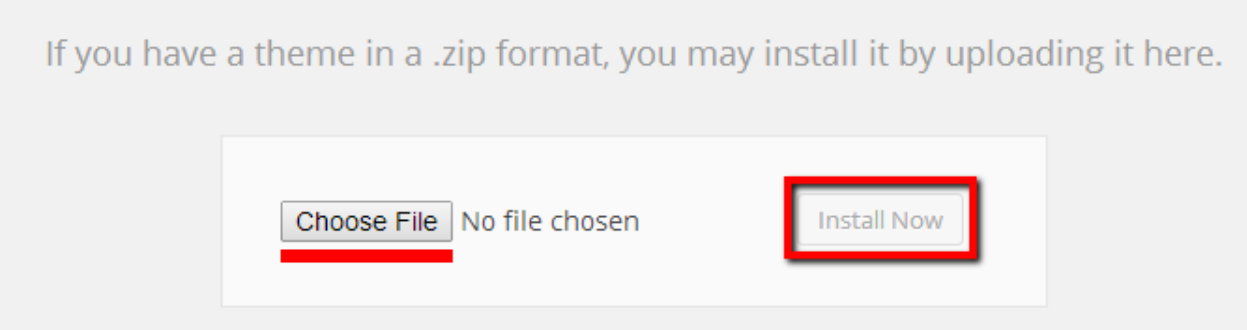
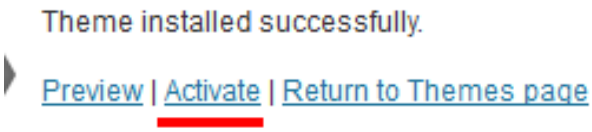


- Your theme has been uploaded. Click on **Activate** to activate your **Video Biz Builder Theme**.



- **Video Biz Builder Theme** is **Activated** now.

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Step-by-Step Configuration Guide for

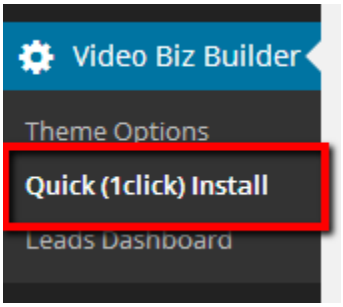
HOW TO SETUP A QUEEZE PAGE

Let's discuss step by step customization of **Video Biz Builder Theme**.

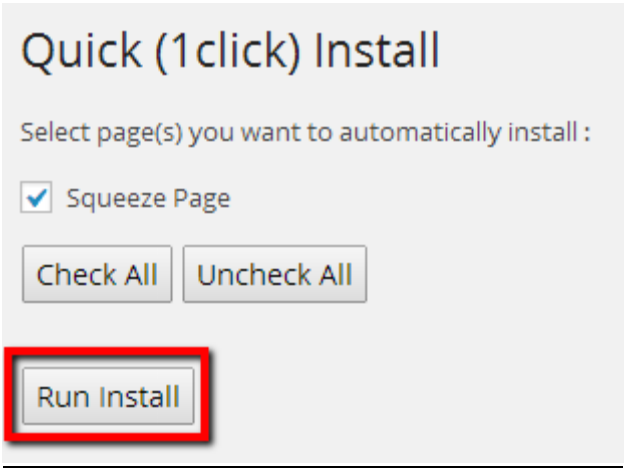
VIDEO BIZ BUILDER THEME – QUICK (1Click) INSTALL:

First step is to set your demo Squeeze page using **Quick (1Click) Install** option.

- Under "Video Biz Builder", click on "Quick (1Click) Install" button.



- Click "**Run Install**". (This will install a Demo Squeeze Page).



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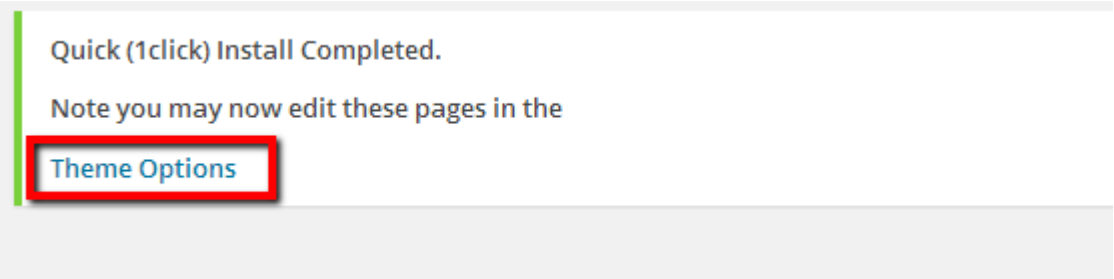
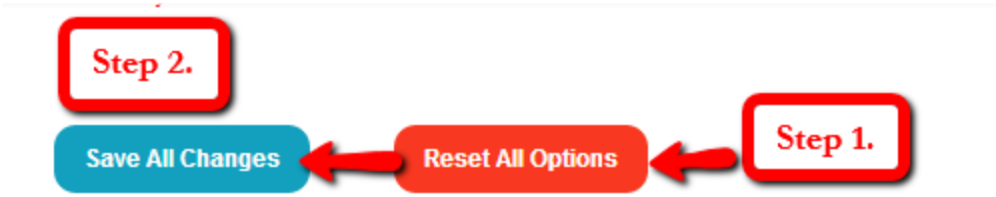
Quick 1Click Install is complete & your first squeeze page has been installed successfully. Now, Click on **Theme Options** to reset your theme to default settings.



- In order to reset the theme, first click on the "**Reset All Options"** button.
- Then click on the **"Save All Changes"** button to saves your demo site settings.



Now your Video Biz Builder theme is ready for you to start customizing.

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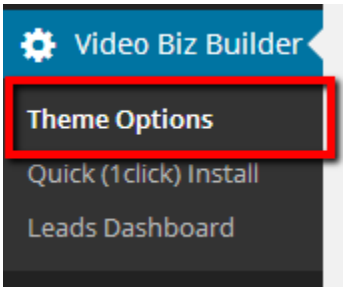
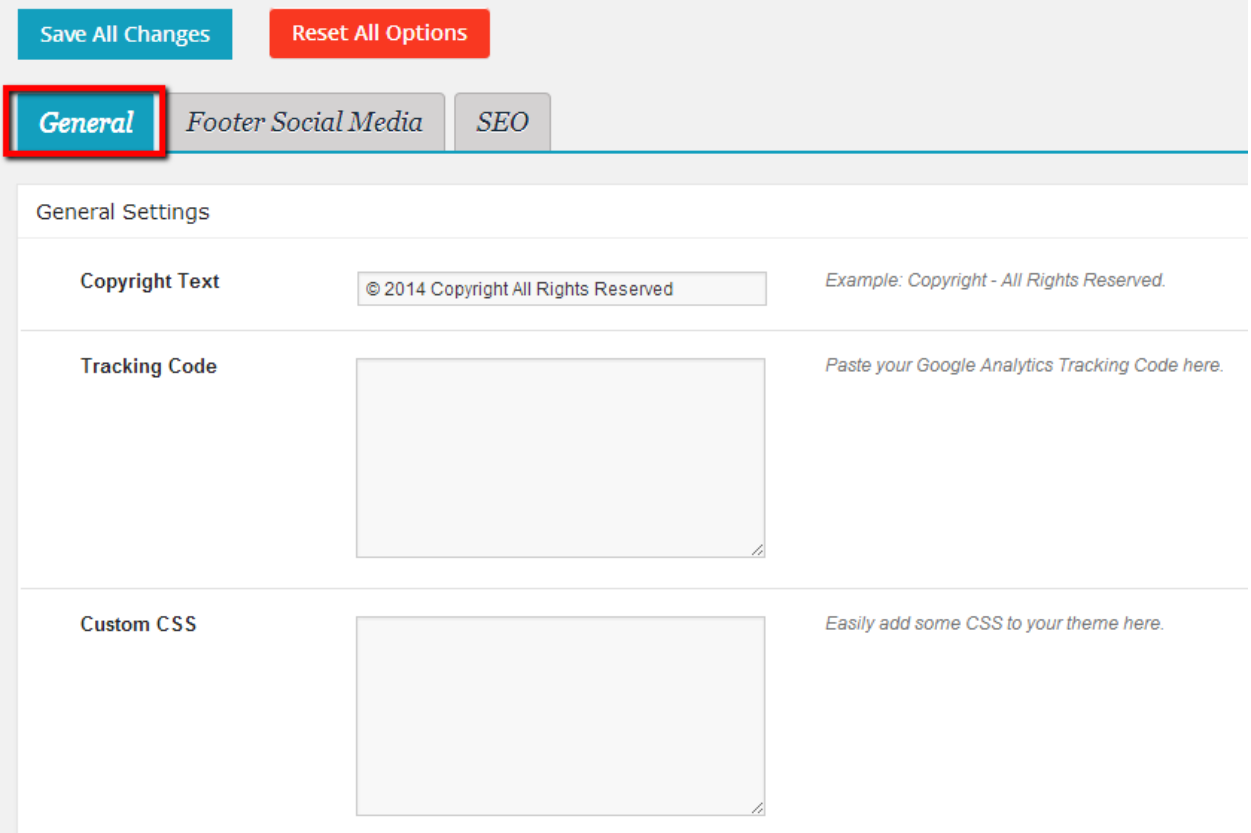
VIDEO BIZ BUILDER – GENERAL SETTINGS

- In order to change the General settings of Video Biz Builder theme, click '**Theme Options**" under "Video Biz Builder".



UNDER GENERAL TAB:

- Enter Footer Copyright Text.
- Enter Google Analytics tracking code. *(Optional)*
- Enter Custom CSS. *(Optional)*



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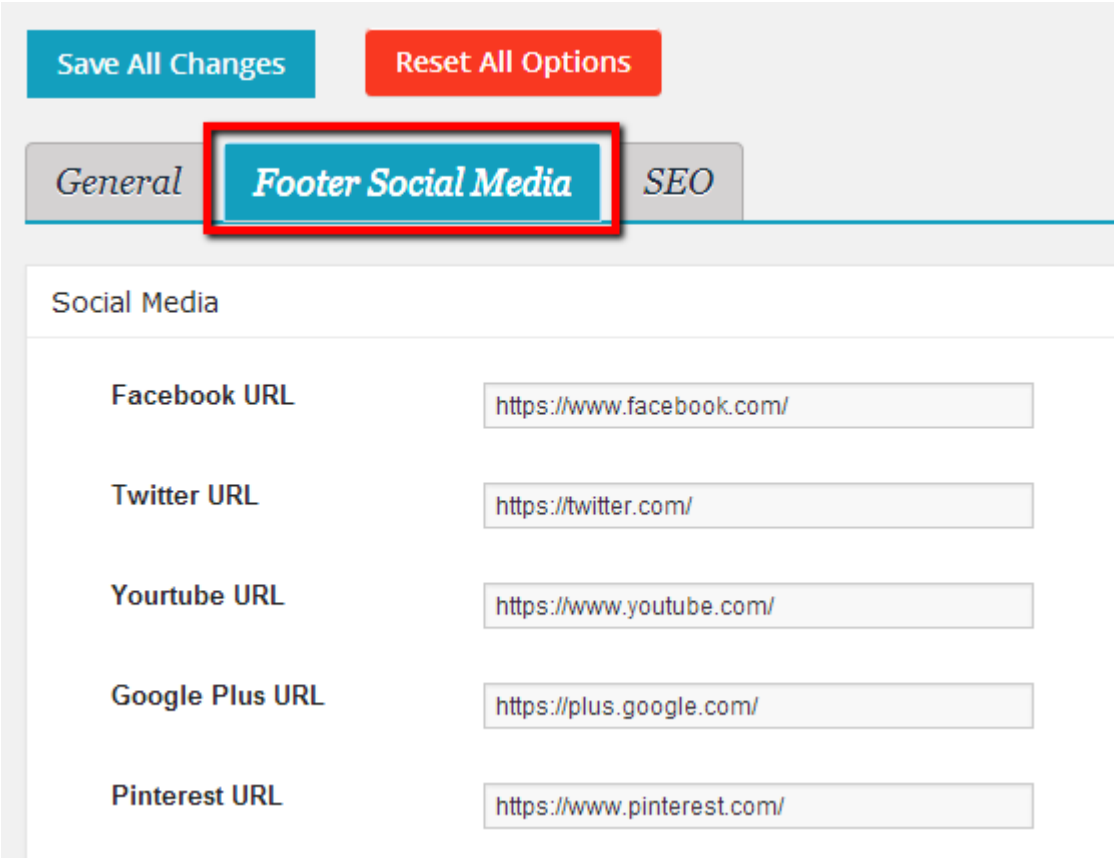
UNDER FOOTER SOCIAL MEDIA TAB:

You can add/edit the footer social media icons from the "Footer Social Media" tab.

- Enter your Facebook profile URL.
- Enter your Twitter profile URL.
- Enter your YouTube profile URL.
- Enter your Google Plus profile URL.
- Enter your Pinterest profile URL.



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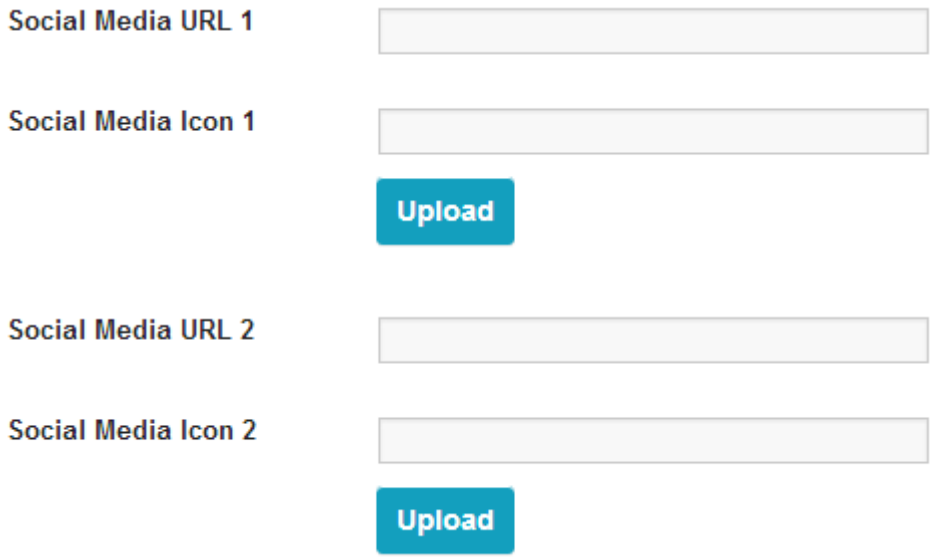
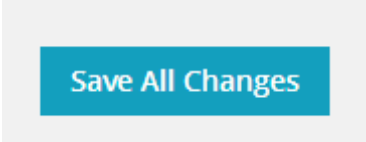
If your desired social site is not given in the list, you can also add upto 2 new social media icons along with their URLs.



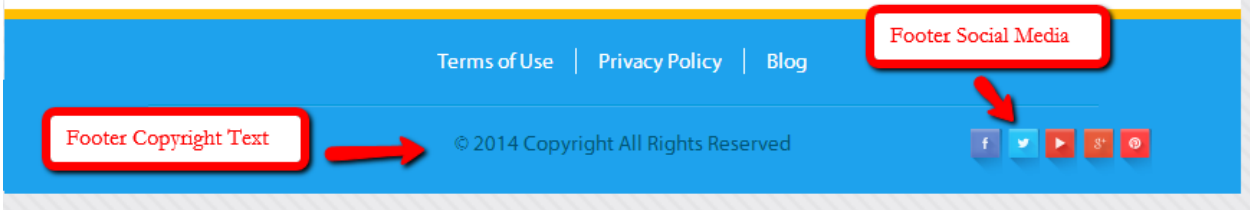
UNDER SEO TAB:

You can change your main website's SEO settings from the SEO tab.

Once you're done making all the changes, make sure to save your settings using the "**Save All Changes**" button.



Front Side View: (For Reference)



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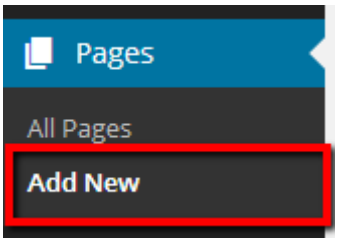
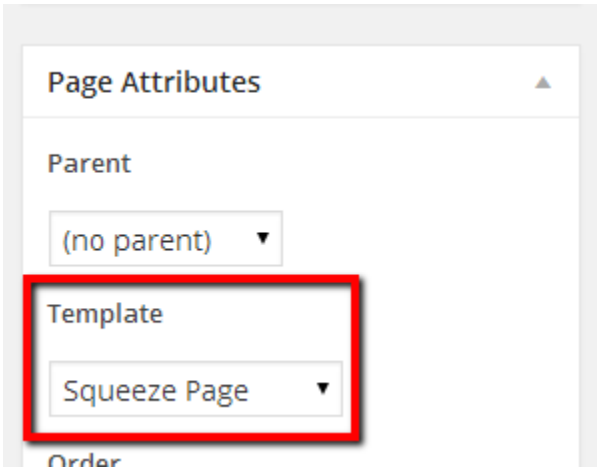
HOW TO ADD A SQUEEZE PAGE

- In order to Add/Edit a squeeze page, go to "**Add Pages**", under "Pages" section.



- Select "Squeeze Page" under page templates.



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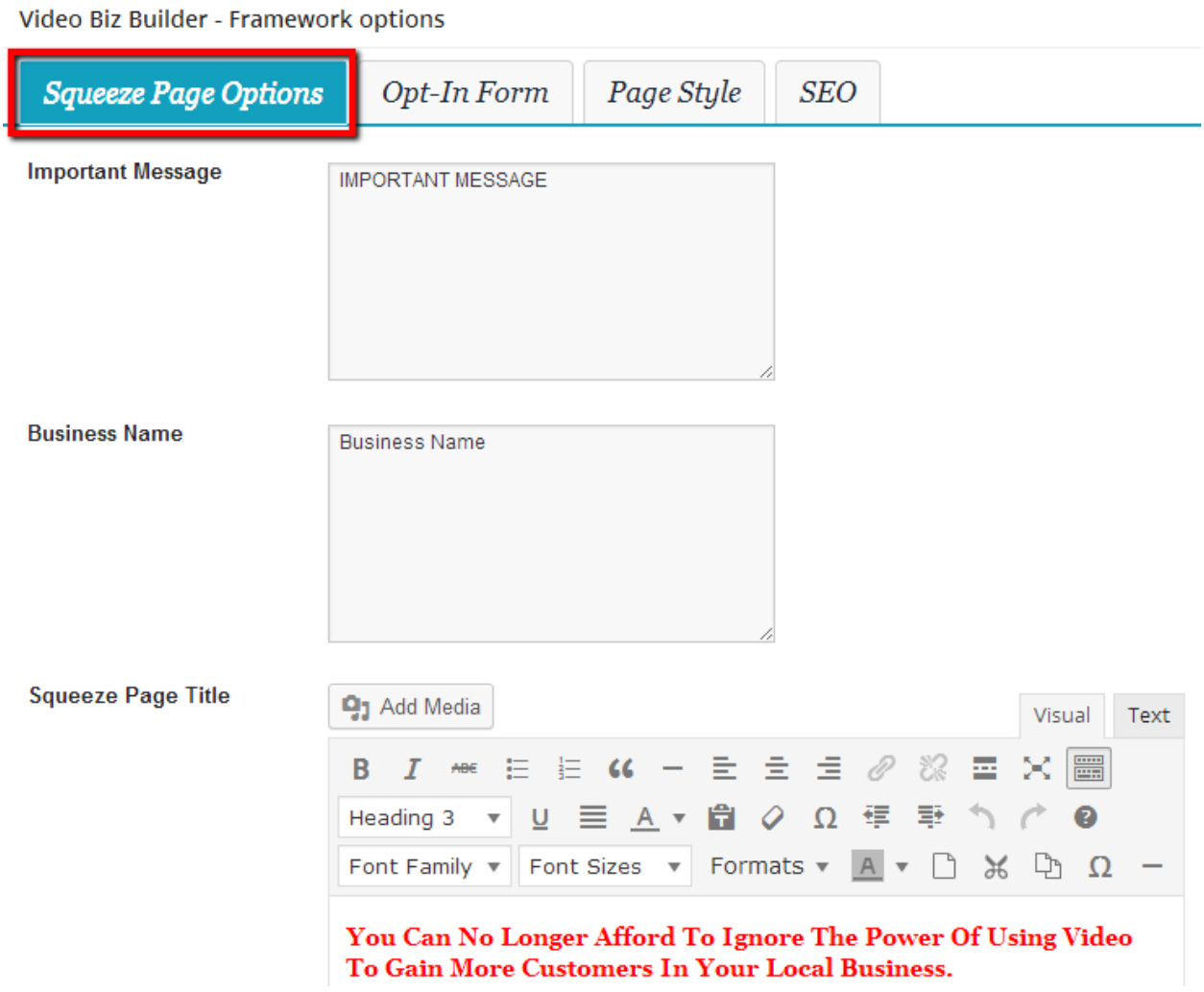
Under "Video Biz Builder" framework options, you can change options to your Squeeze Page.

SQUEEZE PAGE OPTIONS TAB

Under "Video Biz Builder" framework options, you can change options to your Squeeze Page.

- Enter "Important Message" Text.
- Enter "Business Name".
- Enter "Squeeze Page Title".



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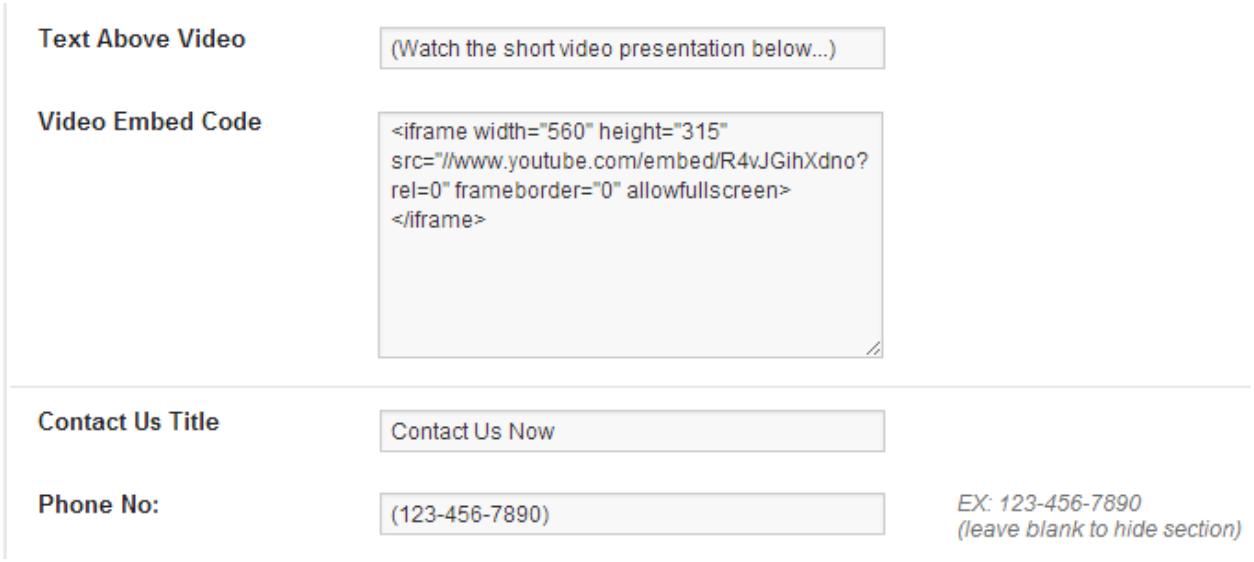
- Enter the Text that appears above the video.
- For Video, enter the "Video Embed Code".
- Enter "Contact Us Title" – *(This is for the floating contact us ribbon)*
- Enter Phone No. – *(This is for the floating contact us ribbon)*



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Front Side View: (For Reference)

Important Message
IMPORTANT MESSAGE
Business Name
Business Name
Title
You Can No Longer Afford To Ignore The Power Of Using Video To Gain More Customers In Your Local Business.
Video
(Watch the short video presentation below...)
100,000 Thank yous! Ireland's pro-life laws hav...
THANK YOU!

OPT-IN FORM TAB

You can change your squeeze page Opt-In form settings & appearance from the "**Opt-In Form**" Tab.

- Enter the "**Big Button Text**"
- Upload Arrow Image. (Optional – Leave blank if you want to use the default arrow)
- Enter Call to Action text above the opt-in form.
- Enter Form Title.
- Enter "Name" field text.
- Enter "Email" field text.
- Enter "Phone" field text.
- Enter "Comments" field text.
- Enter "Privacy Note" text.

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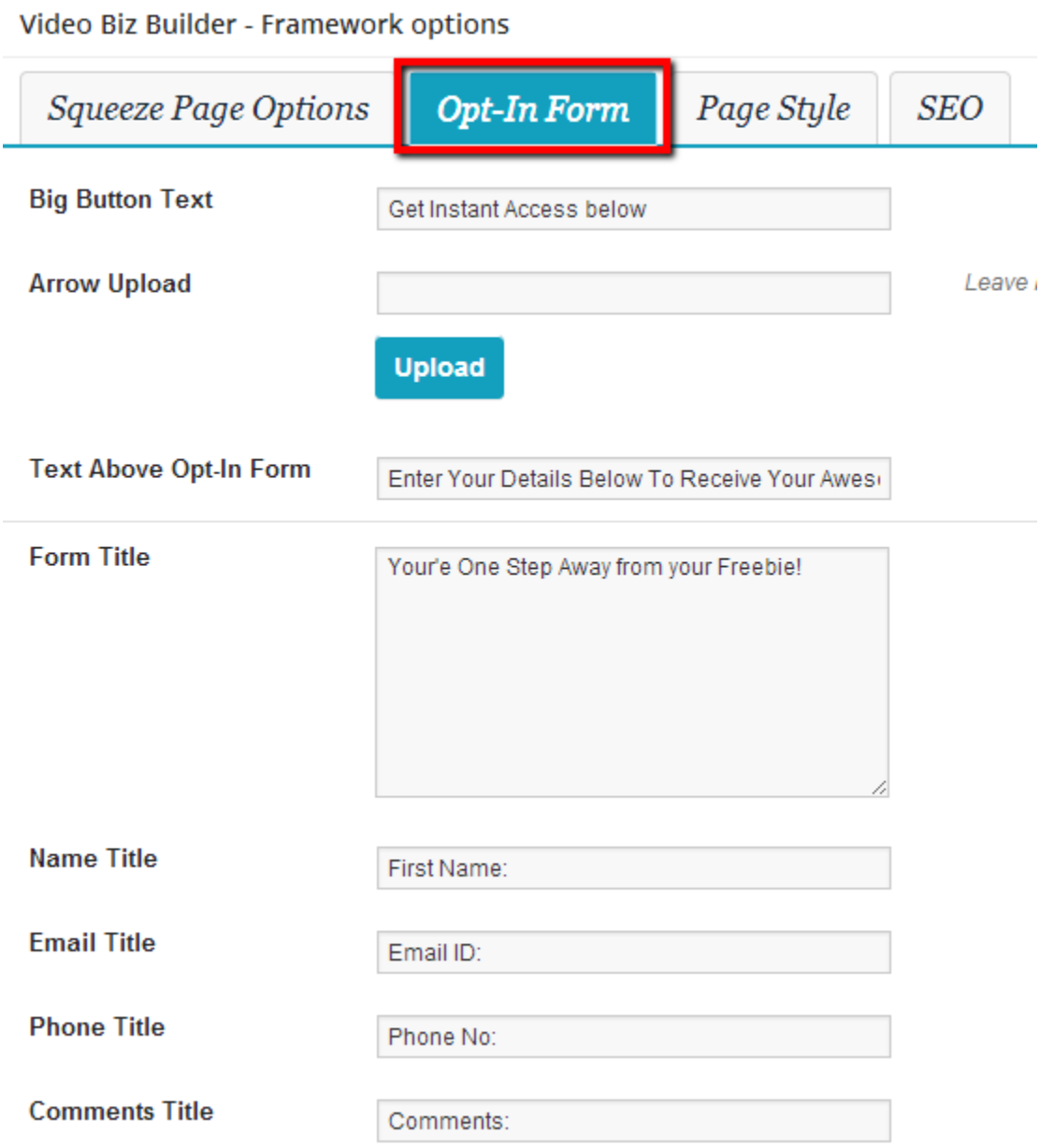

- Enter Opt-In Form Submit button text.
- Enter "**Autoresponder Code**". *(Enter autoresponder code to capture the leads & build your list).*
- Enter "**Form Delay**". *(Choose the time after how long you want the Opt-In Form to appear. This is a useful option if you want your site visitors to first watch the video & then notice the opt-in form).*

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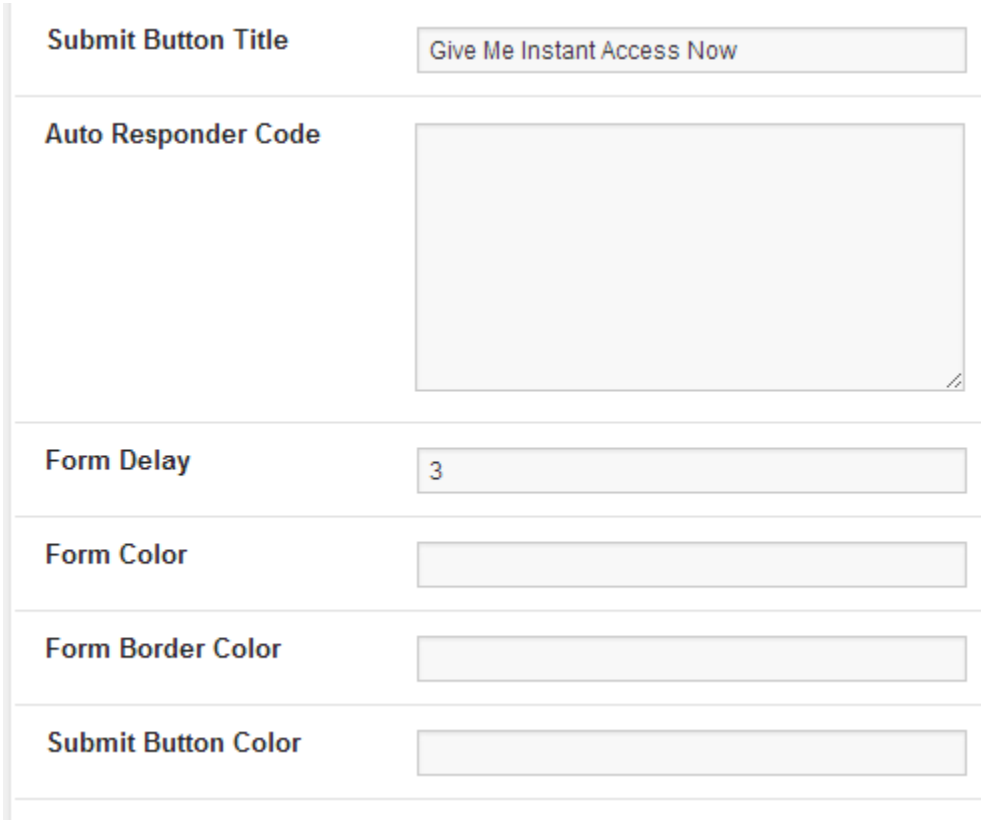
You can also change colors of your Opt-In Form.

- Select a custom color for your "Form Background".
- Select a "Form Border Color"
- Select "Submit Button" Color.



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Front Side View: (For Reference)

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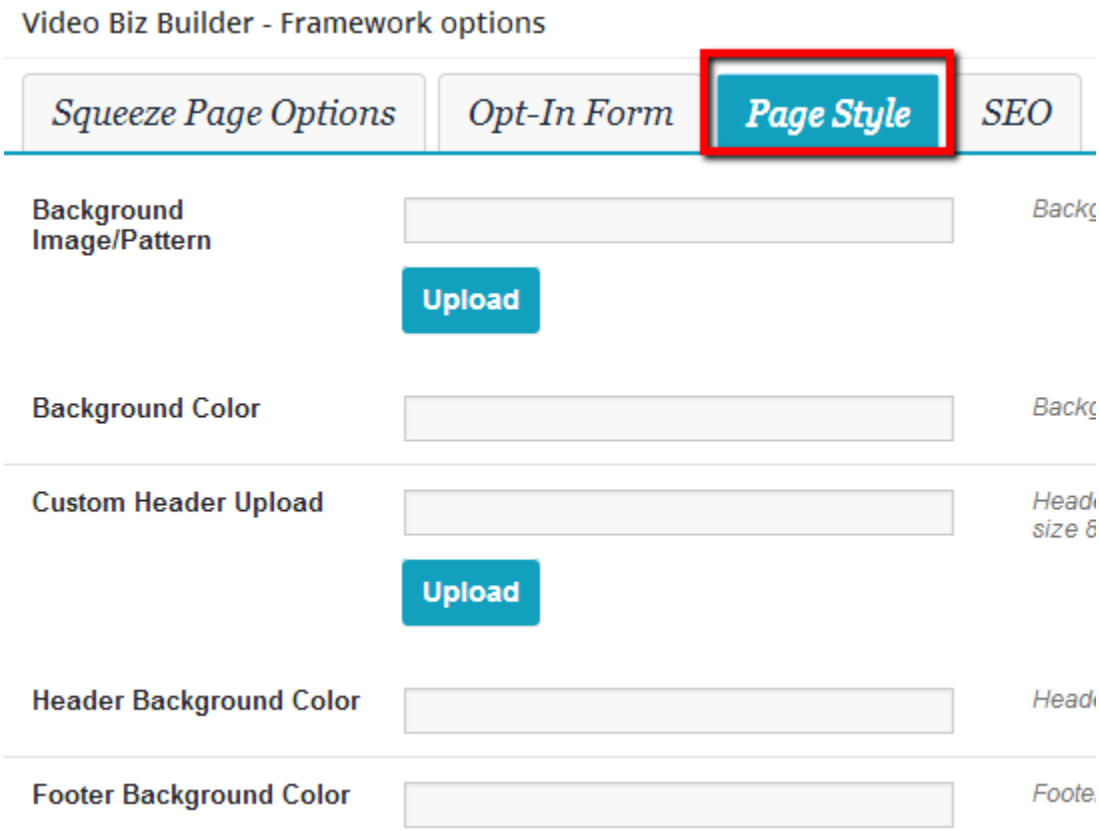
PAGE STYLE TAB

You can change your squeeze page appearance from the "**Page Style**" Tab.

- Upload a Background Image/Pattern.
- Select a Background Color.
- Upload Custom Header. *(Optional – You can also upload a custom header image of your own choice).*
- Select a Header Background Color using the color picker. *(Optional)*
- Select a Footer Background Color using the color picker. *(Optional)*



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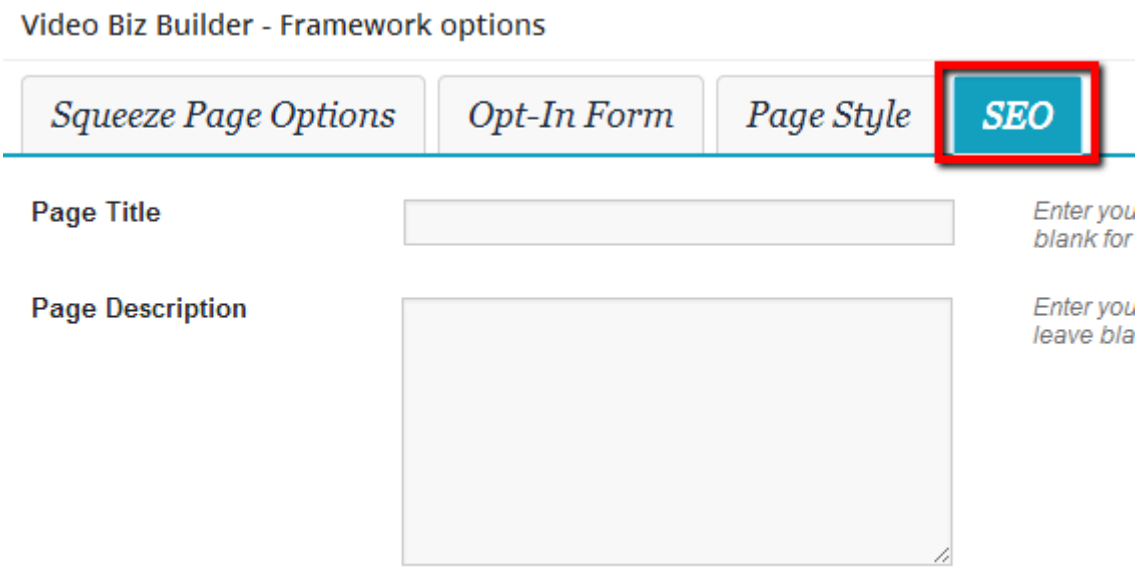
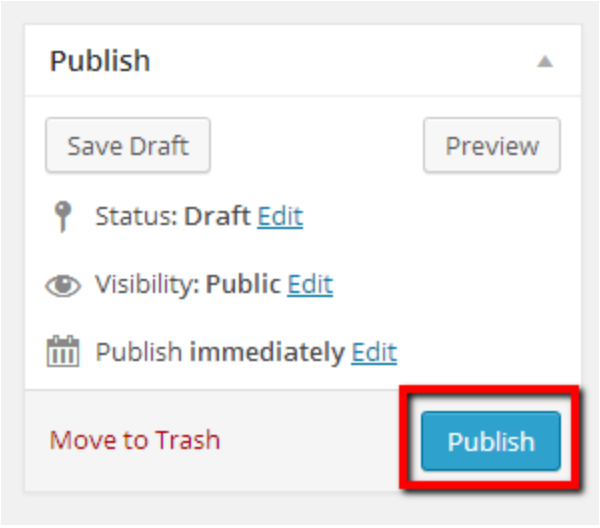
SEO TAB

SEO option allows you to use a Custom "Meta Title" & "Meta Description" for your Squeeze Page to increase the search engine visibility.

Simple Enter your keyword rich Squeeze Page Title & Page Description.



Once done, click the "**Publish**" button to save & publish your Squeeze page.



That's all on how to add a Squeeze Page. You can add as many squeeze pages as you like using the above method. Squeeze pages can be edited from "Pages > All Pages".

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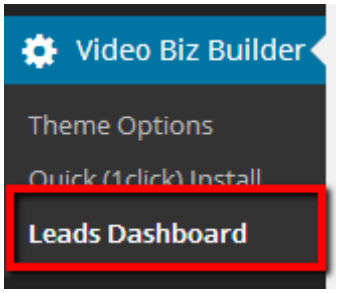
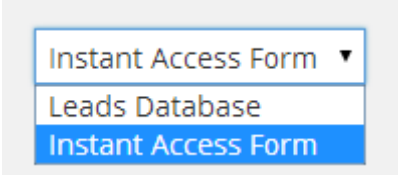
LEADS DASHBOARD

Video Biz Builder Theme is a great theme to capture leads efficiently using the **Leads Dashboard** option. Leads Dashboard keeps a record of all the opt-ins/signups in one place.

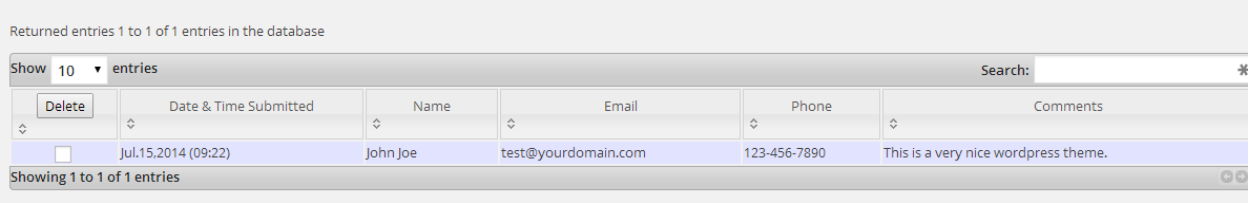
- In order to access, click "**Leads Dashboard**" under "Video Biz Builder".



In the drop down, select "**Instant Access Form**" to check the leads. *(**Note:** Leads Dashboardw will only show values if anyone signed up to your opt-in form. Otherwise it will show empty).*



This is how your leads will be displayed.



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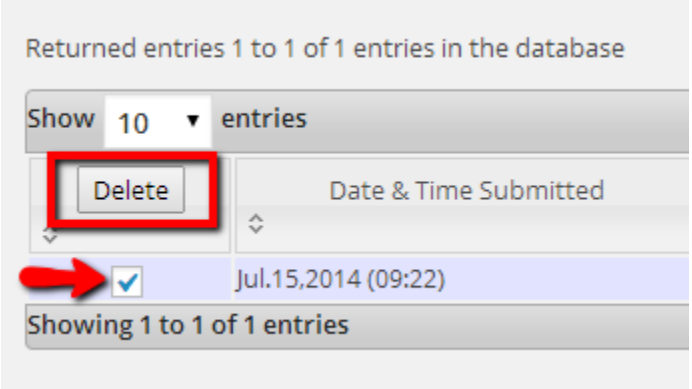
EXPORT THE LEADS TO EXCEL SHEET:

You can also Export your leads to an Excel sheet. Simply select the "**Excel CSV**" format & click on "**Export**" button.

DELETE LEAD RECORD:

You can also delete lead records. In order to delete a lead, simply select the leads you want to delete, in the leads database & click on "**Delete**".


Returned entries 1 to 1 of 1 entries in the database
Show 10 entries
Delete
Date & Time Submitted
Jul.15,2014 (09:22)
Showing 1 to 1 of 1 entries

In order to delete the whole form record, click on "**Delete All This Form's Record**" button in Top Right Corner.

That's all about Leads Dashboard and that's all how you can setup the **Video Biz Builder Theme.**

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Video Biz Builder

Thank You:

Thank you for using **Video Biz Builder Theme**. If you've any additional questions, feel free to contact our support.

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